POLICYHOLDERS’ SATISFACTION TOWARDS SERVICES OFFERED BY LIFE 
INSURANCE CORPORATION OF INDIA - A STUDY WITH REFERENCE TO 
NAGAPATINAM DISTRICT

K. Sankaranarayanan
Ph.D Research Scholar, PG & Research Department of Commerce,
A.V.C. College (Autonomous), Mannampandal - 609 305, Mayiladuthurai,

Dr. R. Rajanbabu
Assistant Professor and Research Advisor, PG & Research Department of Commerce,
A.V.C. College (Autonomous), Mannampandal - 609 305, Mayiladuthurai

ABSTRACT

The majority of the policy holders are satisfied with LIC’s service. The major objectives of this research are to ascertain the socio-economic profile of sample respondents and identify the satisfaction level of policyholders in LIC’s services. This research has also endeavors to develop the customer satisfaction. Primary data has been collected for this present study. The primary data was collected from 560 sample respondents from Nagapattinam District, by proportionate stratified random sampling method. Suggested this study, the analysis it is identified that educational qualification and monthly income are found to be associated with policy holder’s satisfaction. LIC should spread its wings in rural areas; it will enable the policy holders rather they approach in urban area. LIC has to create awareness among female policy holders, regarding the benefits of the LIC policies. This article highlights policyholders’ satisfaction towards services offered by life insurance Corporation of India - a study with reference to Nagapattinam district.

KEY WORDS : Policyholders’ satisfaction, Policyholders’ Awareness and Satisfaction, Services offered, Life Insurance Corporation of India, Malhotra Committee, Problems faced by the Policyholders, LIC housing Loan Finance